

# RAJAR DATA RELEASE



## Quarter 4, 2015 – February 4<sup>th</sup> 2016 SCOTTISH STATIONS

**WEEKLY REACH:** The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.  
**SHARE OF LISTENING:** The percentage of total listening time accounted for by a station in the area (TSA) in an average week

**PLEASE NOTE:** only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 14	Q3 15	Q4 15	Q4 15 vs. Q4 14	Q4 15 vs. Q3 15	Q4 14	Q3 15	Q4 15
BBC RADIO SCOTLAND	H	4498	888	948	943	6.2%	-0.5%	8.0	7.7	8.5
Radio Borders (Bauer Borders)	Y	110	57	56	56	-1.8%	0.0%	34.1	31.3	33.0
Capital Scotland	H	2795	498	564	570	14.5%	1.1%	5.3	5.7	5.9
Central FM	Y	213	46	57	52	13.0%	-8.8%	7.4	9.1	10.6
Clyde 1	H	1891	479	576	584	21.9%	1.4%	11.5	14.9	16.1
Clyde 2	H	1891	129	147	158	22.5%	7.5%	3.0	2.9	3.1
Clyde 3'	Y	1892			18					0.2
Forth 1	H	1129	337	347	358	6.2%	3.2%	15.3	14.9	17.2
Forth 2	H	1129	59	72	67	13.6%	-6.9%	1.8	3.8	3.7
Forth 3'	Y	1130			8					0.1
Heart Scotland	H	2795	496	465	427	-13.9%	-8.2%	7.4	5.0	6.7
Kingdom FM	Y	288	55	67	65	18.2%	-3.0%	5.2	10.5	11.7
Moray Firth Radio (Bauer Inverness)	Y	250	116	118	120	3.4%	1.7%	23.6	20.4	20.9
Northsound 1	Y	344	129	144	141	9.3%	-2.1%	16.7	16.2	17.4
Northsound 2	Y	344	41	35	33	-19.5%	-5.7%	4.7	4.6	3.3
Original 106 (Aberdeen)	Y	344	85	82	80	-5.9%	-2.4%	9.8	11.0	11.3
Smooth Radio Scotland	H	1982	347	374	405	16.7%	8.3%	11.5	9.5	8.7
Tay FM	Y	392	151	148	140	-7.3%	-5.4%	19.3	20.8	18.7
Tay 2	Y	392	68	52	46	-32.4%	-11.5%	9.4	7.0	8.5
Tay 3	Y	392			2					0.1
Wave 102	Y	145		24	25		4.2%		6.2	7.1
West Sound (inc.West FM)(Bauer Southwest Scotland)**	Y	395	185	186	177	-4.3%	-4.8%	26.4	22.9	20.2